



CONFERENCE AGENDA KEYNOTES



Danessa Knaupp
The Frontier Project

DEMYSTIFYING LEADERSHIP PRESENCE

Too often, we think of leadership presence as an amorphous grab bag of leader-like behaviors. Worse, we sometimes consider presence with a fixed mindset: we have it or we don't. The truth is, three specific, measurable characteristics comprise leadership presence, and once we understand those characteristics, we can grow develop presence quickly and skillfully.

Based on deep research with more than 2000 leaders conducted by the acclaimed Center for Talent Innovation, this keynote focuses on the key components of presence, common blunders, the implications of the data by race and gender, and opportunities leaders have to apply this knowledge to develop talent quickly and effectively. This keynote has been described as "powerful" and "the single clearest conversation on this topic in my 30 year career." Participants leave this session ready to explore their own ideas of presence and the opportunities



Gregory Offner
Keynote Speaker & Coach

DUELING WITH DISRUPTION

Since the beginning of time, it has been the simplest disruptions that have caused the most impactful results. Fire started with a spark. America started with a boat-ride. And MC Hammer started with Rick James. So how do you find the tiny rut-busting sparks that add a little excitement?

MONDAY, MARCH 9, 2020

8:30 am

Registration

9:00 am-5:30 pm

Mental Health First Aid Training

Mental Health First Aid at Work is a workplace mental health training program that teaches participants how to notice and support an individual who may be experiencing a mental health or substance use concern or crisis and connect them with the appropriate employee resources. Mental Health First Aid at work is a skills-based, experiential and evidence-based practice. *(Limited to 60 participants)*

2:00-4:30 pm

Acquiring and Onboarding Customers: Exceptional Experiences When it Matters Most

Rachel Scheuerman | Harland Clarke

Rules and best practices for building a strong foundation of customer engagement and acquisition strategy. Customer data and market opportunity: how to marry both for deepening existing relationships and acquiring new. How to protect and control your brand identity everywhere consumers search for you, or needs they have. Rules and best practices for creating and implementing an exceptional onboarding experience.

5:30-6:30 pm

Welcome "Regi-ception"

SPONSORED BY Paylocity

Dinner is on your own. Enjoy your evening!

TUESDAY, MARCH 10, 2020

7:45-8:30 am

Registration & Continental Breakfast with the Exhibitors

8:30-8:45 am

Welcome & Sponsor Introductions

8:45-9:45 am

Opening Keynote: Demystifying Leadership Presence

Danessa Knaupp | The Frontier Project

9:45-10:05 am

Networking Break in the Exhibit Hall

10:05-11:05 am

Breakout Topics #1, choose one:

- **RETAIL:** Growth Strategies in a Fluctuating Market
- **MARKETING:** Create, Curate and Convert: Your Path to Bank Content Nirvana
- **HR:** Legal Panel (part 1)
- **TRAINING:** Finding Your Formula For Effective Training

11:05-11:25 am

Networking Break in the Exhibit Hall

11:25 am -12:25 pm

Breakout Topics #2, choose one:

- **RETAIL:** Customer Experience & the Digital Branch of the Future (Panel Discussion)
- **MARKETING:** Effectively Use Social Media to Advance Your Bank's Brand
- **HR:** Legal Panel (part 2)
- **TRAINING:** Emphasizing the LEARNING in Adult Learning

12:25-1:35 pm

Lunch

1:35-2:35 pm

Breakout Topics #3, choose one:

- **RETAIL & HR:** Growth Starts Within: Increase Talent Retention, Coach & Engage Your Frontline
- **MARKETING:** Digital Marketing - The Time is Now
- **TRAINING:** Change is a Journey AND a Destination

2:35-2:55 pm

Networking Break in the Exhibit Hall

2:55-3:55 pm

Breakout Topics #4, choose one:

- **RETAIL:** Roundtable
- **MARKETING:** Roundtable
- **HR:** The Blueprint for Building an Engaged Workforce
- **TRAINING:** Roundtable

3:55-4:15 pm

Networking Break in the Exhibit Hall

4:15-4:45 pm

Industry Update

4:45-5:00 pm

SPARK! Pre-Reception

5:00-5:30 pm

SPARK!

5:30-6:30 pm

Networking Reception

SPONSORED BY Harland Clarke

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WEDNESDAY, MARCH 11, 2020

7:30-8:30 am

Continental Breakfast with the Exhibitors

8:30-10:00 am

Industry Challenge

In Crisis - Making the Most of Communications Opportunities

10:00-10:20 am

Networking Break in the Exhibit Hall

10:20-10:30 am

Sponsor Drawing

10:30-11:30 am

Closing Keynote: Dueling with Disruption

Gregory Offner | Keynote Speaker and Coach

11:30 am-12:00 pm

Team Debrief & Action Planning

12:00 pm

Conference Adjourns